

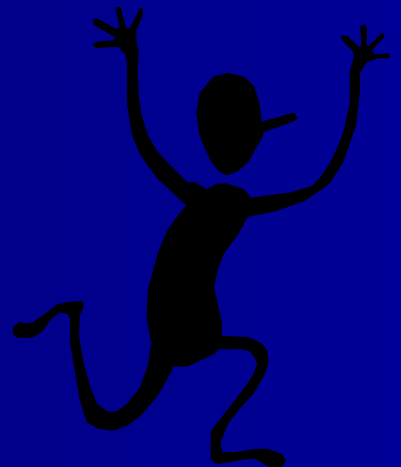
Why it's a miracle that any health campaign makes a difference and how to work effectively with teens

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The Steps of Campaign Effects



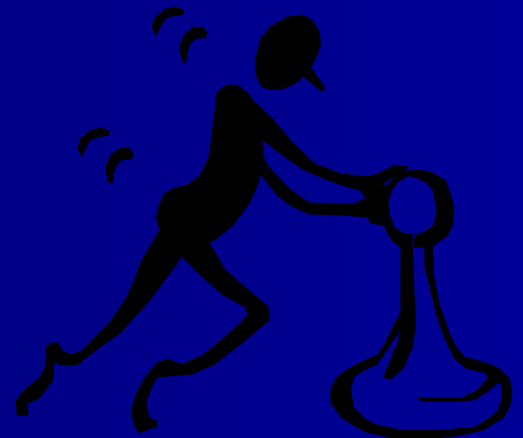
A case study: fear appeals

Fear appeal challenges:

- Assumes that people make decisions logically
- May discount that some people predisposed to risk
- Must overcome “relative optimistic bias”
- More effective with older audiences

So Why Use Them?

- Reality of serious health threats
- Effective use can motivate change



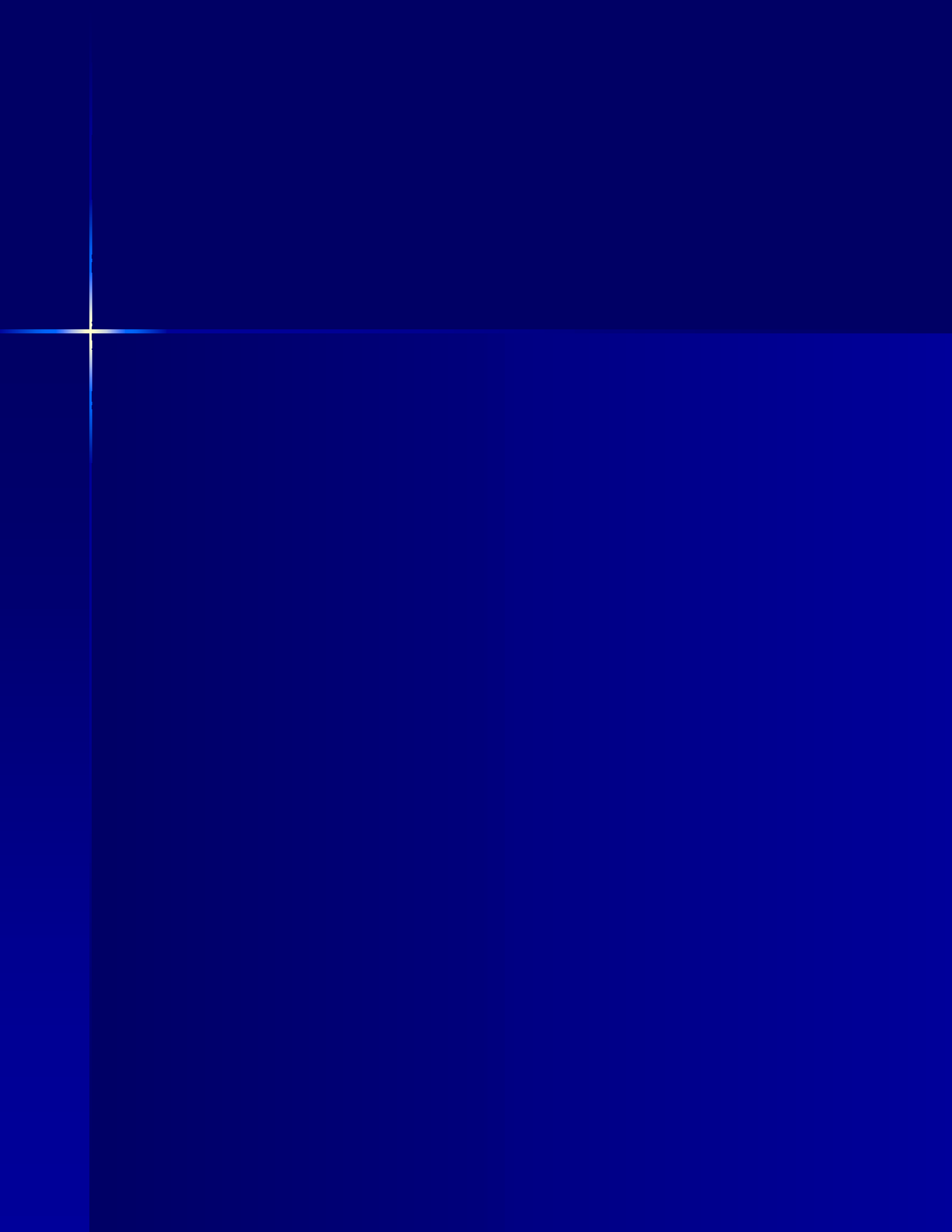
Keys to Effective Use

(for any campaign strategy)

- Understand target audience
- Clear message
- Explicit, realistic and effective recommendation

Recommendation:

- Weigh risks and benefits of different strategies



Keys to understanding the adolescent

- Seeking their identities and social success
- Want to be treated as responsible for their own decisions
- Experimentation a normal part of the growing process
- More interested in now than in later
- More aware of, and more tuned into, media techniques
- Not a monolithic group

Summary of Principles to Remember

- Target audience
- Assume they're not interested
- Be realistic in your goals